IN THE CLAIMS

1 (Previously Presented).   A method comprising:

monitoring a watermark included with an advertisement;

accruing a credit after determining that the advertisement was played; and

associating an indication that an advertisement was played with an identifier for a particular user.

2 (Currently Amended).   The method of claim 1 wherein accruing a credit includes accruing a credit to allow ~~allowing~~ access to content.

3 (Original).   The method of claim 1 wherein accruing a credit includes accruing a reward in return for playing the advertisement.

4 (Original).   The method of claim 3 including accumulating rewards for successively playing advertisements.

5 (Previously Presented).   The method of claim 1 wherein monitoring the watermark includes determining that the advertisement was played at a predetermined speed.

6 (Previously Presented).   The method of claim 1 including monitoring the watermark included with a recorded advertisement.

7 (Previously Presented).   The method of claim 1 wherein monitoring the watermark includes determining whether the advertisement was played at an intended time.

Claim 8 (Canceled).

9 (Previously Presented).   The method of claim 1 including controlling operation of a media player in response to monitoring the watermark.

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Claim 10 (Canceled).

11 (Previously Presented).   An article comprising a medium storing instructions that, if executed, enable a processor-based system to:

     monitor a watermark included with an advertisement;

     accrue a credit after determining that the advertisement was played; and

     associate an indication that an advertisement was played with an identifier for a particular user.

12 (Previously Presented).   The article of claim 11 further storing instructions that, if executed, enable the processor-based system to allow access to content in return for playing the advertisement.

13 (Prevously Presented).   The article of claim 11 further storing instructions that, if executed, enable the processor-based system to accrue a reward in return for playing the advertisement.

14 (Previously Presented).   The article of claim 13 further storing instructions that, if executed, enable the processor-based system to accumulate rewards for successively playing advertisements.

15 (Previously Presented).   The article of claim 11 further storing instructions that, if executed, enable the processor-based system to determine that an advertisement was played at a predetermined speed.

16 (Previously Presented).   The article of claim 11 further storing instructions that, if executed, enable the processor-based system to monitor the watermark included with a recorded advertisement.

17 (Previously Presented).   The article of claim 11 further storing instructions that, if executed, enable the processor-based system to determine whether the advertisement was played at an intended time.

Claim 18 (Canceled).

19 (Previously Presented).   The article of claim 11 further storing instructions that, if executed, enable the processor-based system to control operation of a media player in response to monitoring the watermark.

Claim 20 (Canceled).

21 (Previously Presented).   A system comprising:

a processor-based device;

a media player coupled to said processor-based device; and

a watermark detector coupled to said media player, said watermark detector to detect a watermark included with an advertisement and to control operation of said media player in response to detection of the watermark.

22 (Previously Presented).   The system of claim 21 further including a storage coupled to said device, said storage storing instructions that, if executed, enable the processor-based device to monitor the watermark included with the advertisement and accrue a credit after determining the advertisement was played.

23 (Previously Presented).   The system of claim 22 wherein said storage stores instructions that, if executed, enable the device to allow access to content through said media player.

24 (Previously Presented).   The system of claim 22 wherein said storage stores instructions that, if executed, enable the device to accrue a reward in return for playing the advertisement.

25 (Original). The system of claim 21 wherein said watermark detector determines whether an advertisement was played at a predetermined speed.

26 (Original). The system of claim 21 wherein said storage stores content for subsequent replay by said media player.

27 (Previously Presented). The method of claim 1 including determining that the advertisement was played, based on the watermark.

28 (Previously Presented). The article of claim 11 storing instructions that, if executed, enable the processor-based system to determine that the advertisement was played, based on the watermark.

29 (Previously Presented). A method comprising:
    monitoring a watermark included with an advertisement;
    accruing a credit after determining that the advertisement was played; and
    controlling operation of a media player in response to monitoring the watermark.

30 (Previously Presented). An article comprising:
    a medium storing instructions that, if executed, enable a processor-based system to:
        monitor a watermark included with an advertisement;
        accrue a credit after determining that the advertisement was played; and
        control operation of a media player in response to monitoring the watermark.